Harper College

Community And Employer Scan Results

Presentation
May 11, 2016
Community Scan Results
400 Interviews

Data Collection

- Online Panel And Telephone Interviews (Landlines And Cells)

95% Reliability; + 4.9% Error

Stratified By Zip Codes Across District

- Target Is Residents, Not Potential Students

Online Survey February 9 To 29, Telephone Survey March 1 To 31, 2016

Replication/ Comparison To 2010 And 2013
• Measure The Awareness And Knowledge With The College And The Programs And Services
• Assess Importance Of The College’s Programs And Services With Constituents And Its Performance On Those
• Levels Of Engagement With The College
• Accountability Of The College To The Community
• Defining The Needs Of The Adult Student
Keyword Descriptors

Harper College

• 2013: Community College, Excellent, Affordable, Convenient, Junior College, Good, Local, Big
• 2016: Community, Convenient, Junior, Local

College Of DuPage

• 2013: Community, Good
• 2016: Community College, Troubled, Scandal, Junior College

Elgin Community College

• 2013: Community College, Two-Year College, Local, Good
• 2016: Community, Good, Local

Oakton Community College

• 2013: Community College, Local, Good, Close To Home
• 2016: Community College, Local, Junior College
Knowledge Of Which Community College Serves Residents

- Elgin Community College
- College Of DuPage
- Harper College
- McHenry Community College
- Oakton Community College
- Do Not Know
- Other

Percent

2010 Residents: 0.4, 0.8, 0.0, 5.6, 3.2, 0.8, 0.2
2013 Residents: 10.5, 4.8, 2.0, 12.8, 10.0, 6.5, 2.0
2016 Residents: 5.0, 3.0, 0.8, 10.0, 6.5, 6.5, 4.3

Primarily College Of Lake County
• Important Attributes Defined In 2010 Survey
• Importance And Performance Measured In 2013 And 2016
  • Scales Used:
    • 7=Very Important To 1=Not Important
    • 7=Excellent To 1=Poor
  • Importance
    • 2013: 6.51 To 3.79
    • 2016: 6.41 To 4.55
  • Performance
    • 2013: 6.08 To 4.22
    • 2016: 6.05 To 4.87
# Key Attributes 2010 Noted As Important

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>Attributes</th>
<th>PERFORMANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost/ Value For Money/ Affordable/ Financial Aid</td>
<td>2.5</td>
</tr>
<tr>
<td>2</td>
<td>Classes And Programs Offered At The Times Needed</td>
<td>9.5</td>
</tr>
<tr>
<td>3</td>
<td>Academic Reputation</td>
<td>5</td>
</tr>
<tr>
<td>4.5</td>
<td>Successful Transfer To A Four-Year College After Attending Harper</td>
<td>2.5</td>
</tr>
<tr>
<td>4.5</td>
<td>Career Development</td>
<td>8</td>
</tr>
<tr>
<td>6.5</td>
<td>Flexible Course Scheduling – Day, Evening, Weekend, Online</td>
<td>4.5</td>
</tr>
<tr>
<td>6.5</td>
<td>The Right Courses</td>
<td>12.5</td>
</tr>
<tr>
<td>7</td>
<td>Academic Programs/ Academic Reputation</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Convenient Locations</td>
<td>4.5</td>
</tr>
<tr>
<td>9</td>
<td>Variety Of Programs</td>
<td>9.5</td>
</tr>
</tbody>
</table>
## Key Attributes 2010 Noted As Important

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>Attributes</th>
<th>PERFORMANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Providing Programs That Lead To Jobs In High Demand</td>
<td>13</td>
</tr>
<tr>
<td>11</td>
<td>Continuing Education</td>
<td>1</td>
</tr>
<tr>
<td>12.5</td>
<td>Meeting Adults’ Education Needs</td>
<td>10</td>
</tr>
<tr>
<td>12.5</td>
<td>Teachers With Real World Experience</td>
<td>16</td>
</tr>
<tr>
<td>13</td>
<td>Welcoming To All Residents Of The District</td>
<td>6</td>
</tr>
<tr>
<td>14</td>
<td>Job Training Ties To Job Opportunities For Adults In The Community</td>
<td>14</td>
</tr>
<tr>
<td>15.5</td>
<td>Computer Training</td>
<td>12.5</td>
</tr>
<tr>
<td>15.5</td>
<td>Professional Development</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>Personal Attention</td>
<td>20</td>
</tr>
<tr>
<td>17</td>
<td>Source Of Employee Training For Employers In The District</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>Offering College Courses To High School Students To Jump Start Their College Careers</td>
<td>11</td>
</tr>
<tr>
<td>19</td>
<td>Developing Community Partnerships</td>
<td>18</td>
</tr>
<tr>
<td>20</td>
<td>Well-Known Faculty</td>
<td>21</td>
</tr>
<tr>
<td>21</td>
<td>Collaborating With K-12 Schools</td>
<td>19</td>
</tr>
<tr>
<td>22</td>
<td>Well-Known Students</td>
<td>22</td>
</tr>
</tbody>
</table>
Programming Needed

2016

BACHELOR'S DEGREES

2013

FOURYEAR
Engagement With Harper College

- Taken Courses: 28.5% (2013), 36.0% (2016)
- Certificate: 3.3% (2013), 10.4% (2016)
- Degree: 5.5% (2013), 22.9% (2016)
- Attended Event: 45.8% (2013), 54.0% (2016)
- Participated In Job Training/Employee Training Provided By Harper College: 5.3% (2013), 4.8% (2016)
- Provided Support To Harper College: 4.0% (2013), 4.3% (2016)
- Likely To Support In Future: 27.5% (2013)
Event Attended In 2016

Little Difference From 2013
Accountability At Harper College

The financial resources are well managed at Harper College.

Harper College collaborates and coordinates with community organizations regarding allocation of available resources.

Harper College manages its resources well.

Harper College is an important contributor to the economy of my community.

Residents’ opinions are considered important when Harper College makes decisions about new programs and services.
College Preferred For Attendance

- Harper College: 59.9%
- Other Colleges: 40.1%
### Demographic Characteristics

<table>
<thead>
<tr>
<th>Years Lived In District</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than Five Years</td>
<td>3.2</td>
<td>6.5</td>
<td>12.8</td>
</tr>
<tr>
<td>5 To 10 Years</td>
<td>8.4</td>
<td>12.0</td>
<td>16.8</td>
</tr>
<tr>
<td>11 To 20 Years</td>
<td>22.0</td>
<td>24.0</td>
<td>22.8</td>
</tr>
<tr>
<td>21 Years Or More</td>
<td>66.4</td>
<td>54.5</td>
<td>41.8</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 To 24</td>
<td>0.0</td>
<td>0.8</td>
<td>5.5</td>
</tr>
<tr>
<td>25 To 40</td>
<td>4.8</td>
<td>16.0</td>
<td>29.5</td>
</tr>
<tr>
<td>41 To 54</td>
<td>25.2</td>
<td>30.5</td>
<td>28.3</td>
</tr>
<tr>
<td>55 To 64</td>
<td>25.6</td>
<td>37.8</td>
<td>24.0</td>
</tr>
<tr>
<td>65 And Over</td>
<td>44.4</td>
<td>15.0</td>
<td>12.8</td>
</tr>
</tbody>
</table>
## Demographic Characteristics

<table>
<thead>
<tr>
<th>Highest Level Of Education</th>
<th>2010 Residents</th>
<th>2013 Residents</th>
<th>2016 Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than High School</td>
<td>0.4</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>8.0</td>
<td>7.5</td>
<td>7.0</td>
</tr>
<tr>
<td>Some College/ Vocational Or Technical School</td>
<td>23.6</td>
<td>13.8</td>
<td>16.8</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>0.0</td>
<td>6.8</td>
<td>10.3</td>
</tr>
<tr>
<td>College Graduate/ Four-Year Degree</td>
<td>40.0</td>
<td>42.3</td>
<td>39.8</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>28.0</td>
<td>28.0</td>
<td>23.8</td>
</tr>
</tbody>
</table>
• Major Gain In Unaided Recall
• Market Opportunity Among Adults
  • Aligning Classes/ Programs Wanted And Needed Current Offerings
  • Opportunity For New Programming - Credentials And Certifications
• Event Attendance
  • Drop From Last Survey
  • Importance
• Employers’ Perceived Barriers To Growth
• Difficulty Filling Vacant Positions
• Employer Training Needs And Preferences
• Knowledge Of Harper’s Programming For Employers
• Usage Of Harper College
• Employees’ Educational Needs And Employer Support
• 311 Interviews Completed
  • Qualification: Only Employers With 25+ Employees Interviewed
    • 2,639 Total Employers In Service Area With 25+ Employees
  • 95% Reliability; + 5.6% Error
  • Stratified By Zip Codes Across District And SIC Code
    • Largest To Smallest Employers
  • February 5 to March 31, 2016
  • Compared Where Applicable To 2013 Results
# Employer Characteristics

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>2013 Employers</th>
<th>2016 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, And Mining</td>
<td>1.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Contractors And Construction</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.1</td>
<td>13.2</td>
</tr>
<tr>
<td>Transportation, Communication, And Utilities</td>
<td>5.4</td>
<td>6.1</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>6.9</td>
<td>7.1</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>18.0</td>
<td>24.4</td>
</tr>
<tr>
<td>Finance, Insurance, And Real Estate</td>
<td>9.7</td>
<td>5.1</td>
</tr>
<tr>
<td>Services</td>
<td>38.9</td>
<td>30.9</td>
</tr>
<tr>
<td>Public Administration, Non-Classifiable Establishments</td>
<td>4.3</td>
<td>3.5</td>
</tr>
</tbody>
</table>
## Employer Characteristics

<table>
<thead>
<tr>
<th>Future Employment</th>
<th>2013 Employers</th>
<th>2016 Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Number of Employees</td>
<td>62,614</td>
<td>50,006</td>
</tr>
<tr>
<td>Percent Forecasting Increase In</td>
<td>38.9</td>
<td>47.9</td>
</tr>
<tr>
<td>Employees</td>
<td>2,329</td>
<td>2,746</td>
</tr>
<tr>
<td>Percent Forecasting Decrease In</td>
<td>3.1</td>
<td>1.6</td>
</tr>
<tr>
<td>Employees</td>
<td>100</td>
<td>128</td>
</tr>
<tr>
<td>Number of Employees - Increase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Employees - Decrease</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Employers' Biggest Challenge Today

- Finding Qualified Candidates
  - Difficulty Finding Candidates With The Needed Skills, Training, And Experience
- Turnover
- Training
- Other Areas
  - Competition, Maintaining Profits, Market Share
  - Cost Of Health Care
  - Cultural Differences
• Availability Of Workforce/Qualified Employees (82%)
• Current Employee Skill Level (55%)
• Government Regulations (38%)
• Inadequate Transportation (20%)
• Access To Capital (18%)
Difficulty Filling Vacant Positions In Last Year

- Difficulty Filling Vacant Positions: 55.3%
- Low Number Of Applicants: 77.9%
- Applicants Lack Relevant Work Experience: 58.1%
- Applicants Unwilling To Accept Offered Wages: 57.0%
- Applicants Lack Technical Or Occupational Skills: 50.0%
- Applicants Lack Soft Skills: 44.8%
- Commuting Distance: 34.9%
- Applicants Lack Educational Credentials: 27.9%
- Applicants Unwilling To Accept Work: 20.9%
- Applicants Have A Criminal Record: 20.9%
- Applicants Have Difficulty Passing Drug Test: 13.4%
- Other: 14.0%

Employers
Job Areas Difficult To Fill In Last Year

- Food Service, Hospitality, Or Tourism: 24.4%
- Sales: 22.1%
- Management: 18.0%
- Health Care: 16.3%
- Manufacturing, Maintenance, Repair: 15.7%
- Professional, Scientific, And Technical...: 12.2%
- Office And Administration: 9.3%
- Transportation Or Logistics: 7.0%
- IT (Information Technology): 6.4%
- Business/ Financial: 5.2%
- Arts, Entertainment, And Recreation: 2.9%
- Government/ Public Administration: 0.6%

Employers
Job Areas Difficult To Fill In Last Year - 4,367 Vacancies

- IT (Information Technology)
- Management
- Business/Financial
- Sales
- Office And Administration
- Health Care
- Transportation Or Logistics
- Manufacturing, Maintenance, Repair
- Food Service, Hospitality, Or Tourism
- Professional, Scientific, And Technical Services
- Arts, Entertainment, And Recreation
- Government/Public Administration

Number

- Less Than 100 Employees
- 100 Or More Employees
Job Areas Difficult To Fill In Last Year - Reasons For Vacancies

- IT (Information Technology)
- Management
- Business/ Financial
- Sales
- Office And Administration
- Health Care
- Transportation Or Logistics
- Manufacturing, Maintenance, Repair
- Food Service, Hospitality, Or Tourism
- Professional, Scientific, And Technical Services
- Arts, Entertainment, And Recreation
- Government/ Public Administration

- Retirements
- Turnover
- Growth/ Expansion
Job Areas Difficult To Fill In Last Year - Education Needed

- IT (Information Technology)
- Management
- Business/ Financial
- Sales
- Office And Administration
- Health Care
- Transportation Or Logistics
- Manufacturing, Maintenance, Repair
- Food Service, Hospitality, Or Tourism
- Professional, Scientific, And Technical Services
- Arts, Entertainment, And Recreation
- Government/ Public Administration

Percent

- No formal education
- High School/ GED
- Tech Cert
- Certification
- AS
- BA
- MA
- Professional
CEUs Required 2013:
47% Employers Have Occupations Requiring CEUs

CEUs Required 2016:
42% Employers Have Occupations Requiring CEUs
Training Provided To Employees

- Provided Training: 94.3% (2013), 97.1% (2016)
- In-House Training: 81.3% (2013), 98.0% (2016)
- Used Outside Vendor: 17.2% (2013), 49.0% (2016)
- Consider Outside Vendor Training Partner: 78.4% (2016)
Training Delivery Preferences

- **In-House Trainers/ Hands-On Training**: 88.1% (2013), 98.0% (2016)
- **Online Training/ Webinars**: 68.4% (2013), 70.8% (2016)
- **Seminars/ Conferences**: 65.3% (2013), 58.3% (2016)
- **Vendor/ Equipment Manufacturer**: 21.9% (2013), 43.0% (2016)
- **Four-Year Colleges**: 14.6% (2013), 14.6% (2016)
- **Community College Degree Programs**: 13.0% (2013), 12.3% (2016)
- **Commercial Training Provider**: 11.9% (2013), 30.1% (2016)
- **Community College Training**: 10.9% (2013), 11.3% (2016)
- **Apprenticeships**: 10.9% (2013), 10.9% (2016)
- **Community College Non-Degree Training**: 13.0% (2013), 10.3% (2016)

Allow Employees To Enroll In Community College Class Or Degree During Work Hours In Lieu Of In-House Training: 25.2% 100+, 22.5% <100
Knowledge Of Harper’s Employer Programming

- Training Services Customized For Your Business: 3.81
- Free Posting Of Your Job Opportunities On Our Electronic Job Board: 3.41
- Earn And Learn Program: 3.74
- Promise Program: 3.75
- Hosting Job Fairs: 3.18
- Harper College Mobile Unit: 3.96
- Small Business Development Center: 3.81
- Business Edvantage Program: 3.74
- Wojcik Conference Center: 3.64
- Workforce Certification Center: 3.69

Less Than 5% Wanted Information About Areas

1=Not At All, To Very Familiar=5

Employers
Usage Of Harper College

- 2013 Employers
- 2016 Employers

- Sent Employees To Classes At Harper College: 11.4% (2013), 13.5% (2016)
- Employer Paid For Classes: 83.3% (2016), 83.3% (2013)
- Satisfied With Class: 85.7% (2016), 97.5% (2013)
- Harper College Trained Employees: 2.6% (2013), 10.3% (2016)
- Training At Harper College: 41.7% (2013), 58.3% (2016)
- Training On-Site At Business: 12.5% (2016), 41.7% (2013)
- Satisfied With Training: 100.0% (2013), 100.0% (2016)
Usage Of Harper College

- **Posted Jobs On College Website**
  - 2013 Employers: 47.7%
  - 2016 Employers: 65.6%

- **Hired Graduate**
  - 2013 Employers: 70.8%
  - 2016 Employers: 87.4%

- **Satisfied**
  - 2013 Employers: 55.2%
  - 2016 Employers: 98.0%

- **Interest In Posting Jobs On Harper College's Website**
  - 2013 Employers: 62.0%
  - 2016 Employers: 78.1%
Willingness To Partner With Harper College: Students Gaining Experience

- Provide Internships To Students (Paid, Unpaid, Or Both)
  - 2013 Employers: 45.1%
  - 2016 Employers: 42.4%

- Allow Students To Job Shadow Employees
  - 2013 Employers: 40.6%
  - 2016 Employers: 38.4%

- Make Presentations To Middle School, High School, And College Students About Job Requirements And General Career Field Information
  - 2013 Employers: 36.9%
  - 2016 Employers: 43.4%

- Give Presentations To Students On Skills Needed In The Workforce, Resume Building, And Interview Skills
  - 2013 Employers: 38.1%
  - 2016 Employers: 39.5%
Employees Need To Earn Degrees

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Percent Less Than 100 Employees</th>
<th>Percent 100 Or More Employees</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degrees</td>
<td>6.7</td>
<td>10.3</td>
<td>195</td>
</tr>
<tr>
<td>Bachelor's Degrees</td>
<td>4.6</td>
<td>17.1</td>
<td>419</td>
</tr>
<tr>
<td>Master's Degrees</td>
<td>3.1</td>
<td>5.1</td>
<td>205</td>
</tr>
<tr>
<td>Doctoral Degrees</td>
<td>0.5</td>
<td>0.9</td>
<td>15</td>
</tr>
<tr>
<td>Professional Degrees</td>
<td>0.5</td>
<td>1.7</td>
<td>17</td>
</tr>
</tbody>
</table>
Employees’ College Attendance

- Employees Attending Colleges
  - 28% Harper College

- Enrolled In Online Classes/Programs
  - 2013 Employers: 10.4%
  - 2016 Employers: 29.0%
  - 2016 Employers: 55.0%
  - 2016 Employers: 59.8%
Employers’ Support Of Employee Education

- Tuition Reimbursement For Credit Classes: 45.7% (2013), 47.9% (2016)
- Flexible Schedules For Employees To Attend College Classes: 46.6% (2013), 43.4% (2016)
- Pay For Certification And Testing: 35.7% (2013), 33.1% (2016)
- Pay For CEUs: 27.7% (2013), 28.6% (2016)
- Pay For Noncredit Training Classes: 20.9% (2013), 28.6% (2016)
- Pay For Books For Credit Classes: 8.0% (2013), 7.4% (2016)
- Paid Release Time For Employees To Attend College Classes: 8.0% (2013), 3.5% (2016)
- College Classes Held On-Site At Your Business: 36.0% (2013), 27.0% (2016)
- Employees Aware Harper College Provides Employees With In-District Tuition: 68.3% (2016)
- Employer Would Work With College To Inform Employees Of Program: 61.4% (2016)
Major Findings/Opportunities

- Assistant In Solving Worker Pool For Employers
  - Retirements’ Impact On Qualified Employees
- Opportunities For Offering Credentials And Certifications
- Increasing Employee Use Of In-District Tuition And Tuition Reimbursement
Questions?